

Message Text

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ACTION EB-08

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SUBJECT: INTERAGENCY TASK FORCE TO DEVELOP A NATIONAL EXPORT
POLICY

REF: STATE 95673

1. THE DECISION TO ESTABLISH A CABINET LEVEL TASK FORCE TO
DEVELOP ADDITIONAL MEASURES FOR THE PROMOTION OF U.S. EXPORTS
WAS WELCOME NEWS HERE FOR REASONS CITED IN PRESIDENT CARTER'S
APRIL 11TH SPEECH. WE WOULD RECOMMEND REVIEW OF MUCH GOOD
WORK ALREADY AVAILABLE IN THIS FIELD SUCH AS VARIOUS REPORTS
OF USDOC'S OFFICE OF MARKET PLANNING IN THE BUREAU OF EXPORT
DEVELOPMENT, THE HOUSE COMMERCE, CONSUMER, AND MONETARY AFFAIRS
SUBCOMMITTEE OF THE COMMITTEE ON GOVERNMENT OPERATIONS, THE
JOINT STATE/COMMERCE TASK FORCE (MOORE/PAULY) ON COMMERCIAL
PROGRAMS, AND EVEN SUCH OLDER ONES AS PRITZLAFF REPORT. OUR
ADDITIONAL IDEAS AND SUGGESTIONS, REPRESENTING VIEWS OF ALL
THREE POSTS IN THE NETHERLANDS, ARE AS FOLLOWS:

A. MARSHALL THE ASSISTANCE OF SENATORS AND CONGRESSMEN TO
PROMOTE U.S. EXPORTS WHEN THEY ARE ON SPEAKING ENGAGEMENTS AND
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VISITING HOME DISTRICTS DURING RECESS. THIS COULD HELP COUNTER
PROTECTIONIST SENTIMENT AND AT THE SAME TIME GET THE BASIC
MESSAGE ACROSS TO THE GRASS ROOTS LEVEL THAT FOREIGN TRADE CAN
BE PROFITABLE.

B. TO UPGRADE THE TRAINING AND EFFECTIVENESS OF COMMERCIAL
OFFICERS, PARTICULARLY AT MID-LEVEL, ALLOCATE A CERTAIN NUMBER

OF SLOTS UNDER THE PRESIDENT'S COMMISSION ON PERSONNEL INTER-CHANGE PROGRAM WHICH WOULD BE RESERVED FOR ASSIGNMENTS IN THE INTERNATIONAL MARKETING DIVISIONS OF CORPORATIONS AND EXPORT DEVELOPMENT CONSULTING FIRMS BY OFFICERS WHO EXPRESS A LONG TERM INTEREST IN COMMERCIAL WORK.

C. INTRODUCTION OF THE TEMPS PROGRAM TO ENCOURAGE SMALL FIRMS TO ENTER EXPORT MARKETS IS STEP IN RIGHT DIRECTION BUT MORE BASIC ASSISTANCE IS REQUIRED TO PROMOTE GREATER CONFIDENCE IN EXPORTING. FOR EXAMPLE, MOBILE "HOW TO EXPORT" SEMINARS COULD BE USED. WE DO NOT NEED EXHORTATIONS TO SELL ABROAD, RATHER CLASSES ON HOW TO QUOTE CIF, PACK FOR EXPORT, CONSOLIDATE SHIPMENTS, PREPARE DOCUMENTS, AND ARRANGE FINANCING. LACK OF THESE SKILLS IS MAJOR BARRIER.

D. EX-IM FINANCING SHOULD BE USED FOR REINSURANCE OR UNDERWRITING SALES BY SMALLER MANUFACTURERS ON SOFTER CREDIT TERMS TO MAKE THEM COMPETITIVE WITH OTHER SOURCES USED ABROAD.

E. THE ICA COULD BRING COMMERCIAL SPEAKERS TO THE VARIOUS POSTS UNDER INTERNATIONAL SPEAKERS PROGRAM TO COVER THE LATEST DEVELOPMENTS IN A PARTICULAR INDUSTRY OR SECTOR AND EMPHASIZE U.S. COMPETITIVENESS AND HIGH QUALITY OF TECHNOLOGY.

F. USDOC SHOULD MAKE A SIGNIFICANT AND SUSTAINED EFFORT TO IMPROVE EFFECTIVENESS OF INHERENTLY SOUND PROGRAMS LIKE TOP UNCLASSIFIED

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TO SECURE SUBSCRIBERS IN NUMERICALLY DEFICIENT SECTORS AND ENSURE BETTER QUALITY RESPONSES BY U.S. FIRMS. THE MOST FREQUENT COMPLAINT FROM DUTCH FIRMS ABOUT THE TOP PROGRAM IS THAT OFTEN THERE ARE SIMPLY NO RESPONSES AT ALL, OR IF THERE IS A RESPONSE, IT IS ONLY WITH A FORM LETTER. POSTS SHOULD BE PROVIDED AT LEAST SEMIANNUALLY WITH A COMPUTERIZED COUNTRY PROFILE OF SUBSCRIBER INTEREST TO IMPROVE TARGETING EFFORTS ON TRADE OPPORTUNITIES.

G. FOREIGN BUYER PROGRAM SHOULD INCLUDE FUNDING SELECT VISITS, BASED PERHAPS ON QUOTAS OR POTENTIAL SALES. PARTIAL FUNDING MIGHT SUFFICE TO ATTRACT KEY BUYERS WHO CAN BE USED AS MULTIPLIERS.

H. MORE EXTENSIVE USE SHOULD BE MADE OF EXPERIENCED COMMERCIAL OFFICERS FOR CONSULTATIONS IN U.S. WITH NEW-TO-MARKET PROSPECTS AND SPEAKING ENGAGEMENTS TO STIMULATE GREATER INTEREST IN EXPORTING. BUT SUCH INITIATIVES SHOULD BE TAKEN WHEN OPPORTUNITIES ARISE OR OCCASIONS DICTATE AND NOT SIMPLY DURING HOME LEAVE AND TRANSFER TO SAVE A FEW DOLLARS. THIS PROGRAM SHOULD BE FINANCED BY A SEPARATE BUDGET ALLOCATED EITHER TO COMMERCE OR STATE.

I. WITH HEIGHTENED INTEREST IN TRAVEL TO U.S. DUE TO DUTCH

AFFLUENCE, LOW AIRFARES AND DEPRECIATED VALUE OF DOLLAR, U.S. TRAVEL SERVICE SHOULD IMMEDIATELY INCREASE SUPPORT TO POSTS FOR TRAVEL PROMOTION. NEWS OF POSSIBLE CLOSING OF LONDON OFFICE OF USTS WOULD SEEM TO BE COUNTER PRODUCTIVE AT THIS TIME.

J. USG SHOULD TARGET ON AN ANNUAL OR BI-ANNUAL BASIS A FEW SELECT COUNTRIES IN WHICH THERE ARE REAL PROSPECTS FOR EXPANDED U.S. EXPORTS AND THEN PROVIDE MOBILE RESOURCES TO CONCENTRATE ON EXPLOITING THAT MARKET'S POTENTIAL.
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